

# From hours to minutes: How Con Edison transformed outage communication with Convey



CLIENT  
Con Edison of New York

USE CASE  
Outage management  
EONS

PRODUCTION  
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## THE CHALLENGE

Before 2024, Con Edison's outage communications were slow, inconsistent, and manual. **It took more than 6 hours to coordinate messages across six regions—leaving customers uninformed during critical situations.** The legacy system lacked speed, flexibility, and visibility, resulting in a poor experience for both internal teams and customers.

## PERFORMANCE BREAKTHROUGH

Con Edison partnered with **Convey** (formerly Message Broadcast) to launch the Outage Communications Messaging Center (**OCMC**), a unified, real-time platform built to improve how customers are informed during planned and unplanned outages.

OCMC replaced multiple disconnected systems with one streamlined hub, enabling:

- **Multi-channel communication** (SMS, email, voice)
- **Self-service tools** and AI voice messaging
- **Real-time delivery tracking** and **campaign monitoring**

The result was faster execution, better transparency, and higher customer satisfaction during both everyday interruptions and large-scale emergencies.

# Why OCMC isn't just faster—it's smarter, more human, and built for what's next

## THE VALUE PROPOSITION

Convey delivers fast, flexible, and customer-first outage communications across every major channel—all from **one intuitive platform**.



### Faster response times

Messages that once took hours now go out in minutes—across all regions, all at once.



### Multi-channel delivery

Reach customers via SMS, email, or voice in a single campaign—on **their preferred channel**.



### Real-time visibility

Monitor delivery, test messages, and launch updates instantly with **AI-powered tools**.



### Performance under pressure

**OCMC excelled during major outages**—delivering rapid, clear updates when customers needed them most.

